

Amendments to the Claims:

Please cancel Claims 1, 12, 23, and 28 without prejudice.

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-2. (Canceled)

3. (Currently Amended) The display assembly of Claim 4 33, wherein said backlight device is an electro-luminescent (EL) light device.

4. (Currently Amended) The display assembly of Claim 4 33, wherein said backlight device ~~contains~~ comprises at least one light emitting diode (LED).

5. (Currently Amended) The display assembly of Claim 4 33, wherein said backlight device is a cold cathode fluorescent tube (CCFT) light device.

6. (Currently Amended) The display assembly of Claim 4 33, further comprising a brightness enhancing film (BEF) ~~disposed~~ located between said backlight device and said ~~bottom surface of said~~ reflective-type display and ~~for directing operative to direct~~ light toward said light conducting spacer ~~embedded light guide~~.

7. (Currently Amended) The display assembly of Claim 4 33, wherein said reflective-type display is an electronic ink display.

8. (Currently Amended) The display assembly of Claim 4 33, wherein said reflective-type display comprises an electronic paper display.

9. (Currently Amended) The display assembly of Claim 4 33, wherein said reflective-type display is a digital paper display utilizing micro-machining technology.

10. (Currently Amended) The display assembly of Claim 4 33, wherein said ~~embedded-light guide~~ reflective-type display further comprises a plurality of said ~~embedded-light guides~~ light conducting spacers which enclose an area of said reflective-type display.

11. (Currently Amended) The display assembly of Claim 10, wherein said ~~plurality of said embedded-light guides enclose~~ area comprises a sub-pixel of said reflective-type display.

12-13. (Canceled)

14. (Currently Amended) The display assembly of Claim 12 34, wherein said backlight device is an electro-luminescent (EL) light device.

15. (Currently Amended) The display assembly of Claim 12 34, wherein said backlight device ~~contains~~ comprises at least one light emitting diode (LED).

16. (Currently Amended) The display assembly of Claim 12 34, wherein said backlight device is a cold cathode fluorescent tube (CCFT) light device.

17. (Currently Amended) The display assembly of Claim ~~12~~ 34, further comprising a brightness enhancing film (BEF) ~~disposed above~~ located between said backlight device and ~~below~~ said reflective-type display and ~~for directing~~ operative to direct light toward said light conducting spacer ~~embedded light~~ guide.

18. (Currently Amended) The display assembly of Claim ~~12~~ 34, wherein said reflective-type display is an electronic ink display.

19. (Currently Amended) The display assembly of Claim ~~12~~ 34, wherein said reflective-type display comprises an electronic paper display.

20. (Currently Amended) The display assembly of Claim ~~12~~ 34, wherein said reflective-type display is a digital paper display utilizing micro-machining technology.

21. (Currently Amended) The display assembly of Claim ~~12~~ 34, wherein said ~~embedded light guide~~ reflective-type display further comprises a plurality of said ~~embedded light guides~~ light conducting spacers which enclose an area of said reflective-type display.

22. (Currently Amended) The display assembly Claim ~~12~~ 21, wherein said ~~plurality of said embedded light guides enclose~~ area comprises a sub-pixel of said reflective-type display.

23-24. (Canceled)

25. (Currently Amended) The display assembly of Claim 23 35, wherein said backlight device is an electro-luminescent (EL) light device.

26. (Currently Amended) The display assembly of Claim 23 35, wherein said backlight device ~~contains~~ comprises at least one light emitting diode (LED).

27. (Currently Amended) The display assembly of Claim 23 35, wherein said backlight device is a cold cathode fluorescent tube (CCFT) light device.

28. (Canceled)

29. (Currently Amended) The display assembly of Claim 23 35, wherein said reflective-type display is an electronic ink display.

30. (Currently Amended) The display assembly of Claim 23 35, wherein said reflective-type display comprises an electronic paper display.

31. (Currently Amended) The display assembly of Claim 23 35, wherein said reflective-type display is a digital paper display utilizing micro-machining technology.

32. (Currently Amended) The display assembly of Claim 23 35, wherein said ~~plurality of embedded light guides~~ reflective-type display further comprises a plurality of light conducting spacers which enclose a sub-pixel area of said reflective-type display.

33. (New) A display assembly comprising:
a backlight device;
a light reflecting film; and
a reflective-type display comprising at least one pixel and a light
conducting spacer operative to conduct light through said reflective-type display,
wherein said reflective-type display is located between said backlight device and
said light reflecting film.

34. (New) A display assembly comprising:
a backlight device;
a light reflecting film comprising at least one reflective microstructure; and
a reflective-type display comprising at least one pixel and a light
conducting spacer operative to conduct light through said reflective-type display,
wherein said reflective-type display is located between said backlight device and
said light reflecting film, and wherein said light conducting spacer is located
between said backlight device and said reflective microstructure.

35. (New) A display assembly comprising:
a backlight device;
a light reflecting film;
a reflective-type display comprising at least one pixel and a light
conducting spacer operative to conduct light through said reflective-type display,
wherein said reflective-type display is located between said backlight device and
said light reflecting film; and
a brightness enhancing film (BEF) located between said backlight device
and said reflective-type display.